

***Sanctuary Advisory Council
Business and Tourism Activity Panel
Monterey Bay National Marine Sanctuary***

Meeting Date: Wednesday, August 13, 2003

Time: 9:30 AM to 10:30 AM

Location: Moss Landing Marine Laboratories

Attendance: Dave Ebert, BTAP Chair, SAC Business/Industry Representative

Michael Bekker, Cannery Row Company, Monterey

Steve Schieblauer, Monterey Harbor, City of Monterey

Dan Haifley, SAC Recreation Rep, O'Neill Sea Odyssey

Kathy Fosmark, Alliance of Communities for Sustainable Fisheries

Art Seavey, Monterey Abalone Company

Rachel Saunders, Monterey Bay National Marine Sanctuary

Jen Jolly, Monterey Bay National Marine Sanctuary

Others in attendance:

Pepper Galesh, Seacliff Village Plan Co-Chair

Helen Schamberg, Seacliff resident

Shirley Randolph, Friends of Monterey Bay Sanctuary Visitors Center

John Robinson, Santa Cruz Seaside Company

David Robison, Santa Cruz Chamber

Scott Kennedy, Vice Mayor, City of Santa Cruz

Marshall Miller, Sun Shops, Santa Cruz

Emily Reilly, Mayor, City of Santa Cruz

Ricardo de la Cruz, CA State Parks

Ron Franke, Seacliff resident

Carolyn O'Donnell, Santa Cruz Museum Association

Susan Paulson, President/Board, Santa Cruz Chamber of Commerce

Meeting Notes – a Brief Summary of the Meeting's Proceedings.

Welcome, Introductions and Overview of Special Meeting Topic – Sanctuary

Interpretive Center: Dave E., BTAP Chair gave welcoming comments and individual introductions commenced. Dave explained that this special meeting of the BTAP was scheduled to review the SAC recommendations on the Sanctuary's proposed citing of an interpretive center, hear additional public comment, and develop a BTAP recommendation on the location of the center to submit to the Sanctuary Superintendent and SAC. Rachel S. reviewed the SAC's recommendations on the interpretive center from their August 1, 2003 meeting as follows:

- 1) A visitor center for the MBNMS is a critical priority and NOAA needs to invest in it.
- 2) Given the Feasibility study, a visitor center should be on a north end of the bay, as the best Monterey site would not be suitable.
- 3) The Sanctuary Education Plan (SEP) should provide a recommendation to the MBNMS Superintendent and SAC on the education potential and challenges for the 3 remaining sites.

- 4) The Business and Tourism Activity Panel (BTAP) should provide a recommendation to MBNMS Superintendent and SAC on the tourism potential and challenges for the 3 remaining sites.
- 5) Additional information on each site's partnerships would be helpful to identify a single lead visitor center site – partners should provide this info.
- 6) The Santa Cruz City Boardwalk/Fun Spot and Seacliff State Beach are the options that should be considered.

Public Comment: Nine members of the public spoke about the citing of the interpretive center:

- 1) Santa Cruz Mayor Emily Reilly – spoke in favor of citing the facility in the City of Santa Cruz. Regarding the Fun Spot site, the Mayor and Vice-Mayor emphasized the potential for very active collaboration, the depth of support within the community, the nexus with other facilities and the opportunity to reach large numbers of people.
- 2) John Robinson (Seaside Company) – spoke in favor of the Boardwalk site as a positive public/private partnership. He said the infrastructure was there and pointed to the large number and cross-section people who already come to the Boardwalk. He described it as a melding of tourism and education. He acknowledged issues of concern related to visibility for the sanctuary and space and indicated that they might be able to offer more space.
- 3) Marshall Miller – said that a key rule of business is location, location, location. He suggested that the sanctuary locate the center where masses of people already are, as well as educate those who might not be as aware of the sanctuary. He was in favor of locating the site in Santa Cruz.
- 4) Carolyn O'Donnell – spoke in favor of locating the site in Santa Cruz and talked about the potential for sharing staff, facilities and programs between the museum and sanctuary and other like-minded facilities.
- 5) Pepper Galesh – spoke in favor of locating the facility at Seacliff and talked about the attributes of the site (view, no competition or distractions w/other facilities, easy access, atmosphere, great partner in state parks, etc).
- 6) Rick de la Cruz – spoke of the strengths of the Seacliff site, the public-public partnership that could be developed, and outreach/educational opportunities working with state parks.
- 7) Susan Paulson – spoke in favor of Santa Cruz city sites, and said from a strictly business perspective it made most sense to locate a facility where there will be maximum funding, maximum exposure and maximum partnership opportunities.
- 8) Ron Franke – suggested that the major facility should be at Seacliff because it is a true education/interpretation type of site, with perhaps a smaller marketing arm located at the Boardwalk.
- 9) Shirley Randolph – strongly supported Seacliff and talked about what an inspiring location it is/would be and the importance of conveying inspiration and the idea of stewardship on to children.

BTAP Member Discussion and Recommendation: Dan H. indicated that from his perspective the key considerations were financial, partnerships and audience potential. He felt that locating the center in the city of Santa Cruz made sense. Kathy F. asked about

AMBAG's position (which is to have a center in both Santa Cruz and Monterey). She also questioned whether the money for a center could be better used for something else. Mike B. agreed that key consideration was location, location, location and that the idea was to reach as many visitors as possible and get the most bang for the buck. Steve S. said that on behalf of the City of Monterey he did hope that the sanctuary would continue to consider a site in Monterey per the AMBAG recommendations. He said that demographics and visitation were very important considerations. Of the sites still on the table, he leaned toward the sites in the City of Santa Cruz, but was not sure which was better. Dave E. said that he leaned more towards the Boardwalk because he felt a center could be developed at this site quicker, that it had the right demographics and diversity and that it could serve as a model for public/private partnerships.

Dan H. made a motion that the BTAP support the Santa Cruz Beach sites as the preferred sites. Steve S. seconded the motion (with caveat that the Monterey site was not a point of discussion). The BTAP unanimously approved Dan's motion and Dave E. said he would send a letter to the Sanctuary Superintendent reflected the BTAP's recommendation.

Next BTAP Meeting: The meeting adjourned around 11 a.m. The next scheduled BTAP meeting is September 17, 2003 from 9:30-11:30 a.m. at Moss Landing Marine Lab.